



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision	Alt Order #
571948 /	09806985
<u>Product</u>	
ED MARTIN ATT GEN	
Contract Dates	Estimate #
10/09/12 - 10/15/12	C09C15
Advertiser	Original Date / Revision
Martin/R/AG/MO	10/08/12 / 10/08/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KTVI	Jared Salles
Sales Office	
Washington DC	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	Total Ratings
	43.30
IDB#	Advertiser Code
1046	MART
Product Code	ORDR
Agency Ref	Advertiser Ref

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

Conn

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals	
												Spots	Amount
1	2	10/09/12	10/09/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-T-----					1	\$225.00	2.70			
2	2	10/10/12	10/10/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	--W----					1	\$225.00	2.70			
3	2	10/11/12	10/11/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	--T---					1	\$225.00	2.70			
4	2	10/15/12	10/15/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$225.00	2.70			
5	2	10/11/12	10/11/12	M-F 9p-10p	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	---T---					1	\$850.00	4.30			
6	2	10/15/12	10/15/12	9p News Delayed	10p-1030p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$850.00	4.30			
7	2	10/14/12	10/14/12	9p News Delayed	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----S					1	\$850.00	4.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	2		10/08/12-10/14/12	9p News Delayed	930p-10p	-----S	:30		\$850.00	4.80	NM		
	See MG 7.2												
2	2		10/14/12-10/14/12	9p News Delayed	930p-10p	-----S	:30		\$850.00	4.80	NM		
	(M) MG for 7.1 10/14												
8	2	10/14/12	10/14/12	9p News Delayed	10p-1030p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----S					1	\$800.00	3.90			
9	2	10/15/12	10/15/12	MLB Championship Series	630p-10p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$1,300.00	5.40			
10	2	10/09/12	10/09/12	FOX Prime Tuesday 7-8p	7p-8p		:30				NM	1	\$2,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KTIV
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St. Louis, MO 63146
(314)213-2222

Contract / Revision 571948 /	Alt Order # 09806985	
Contract Dates 10/09/12 - 10/15/12	Product ED MARTIN ATT GEN	Estimate # C09C15
Advertiser Martin/R/AG/MO		Original Date / Revision 10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	<u>Totals</u>		
											Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,200.00	4.60			
11	2	10/12/12	10/12/12	FOX Prime Friday	7-8p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----F--				1	\$650.00	2.20			
12	2	10/14/12	10/14/12	Rams Game Day Live	1030a-11a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$575.00	3.00			
13	2	10/14/12	10/14/12	St Louis Rams	12n-3p		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$6,000.00	0.00			
14	2	10/09/12	10/09/12	M-F 430-5a KTVI News	430-5a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$150.00	0.00			
E	15	2	10/10/12	10/10/12	M-F 430-5a KTVI News	430-5a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$100.00	0.00			
										Totals	43.30	15	\$15,225.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	15	\$15,225.00	\$12,941.25
Totals	15	\$15,225.00	\$12,941.25

Signature: _____ Date: _____

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